



Tobacco in Tompkins County:

Public Costs and Counter Strategies

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Tobacco in the U.S.

- Tobacco use is the single largest cause of preventable premature death in the United States.
– Community Preventive Services
- Tobacco is the single greatest cause of disease and premature death in America today
– Treating tobacco use and dependence, PHS-USDHHS

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Tobacco in the U.S.

- **430,000** deaths /year (U.S.)
- **3,000** children and adolescents become regular users of tobacco *every day*
– Treating tobacco use and dependence, PHS-USDHHS
- **4,000** children under age 18 try cigarettes for the first time, *every day*
– Campaign for Tobacco Free Kids

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Tobacco in N.Y.S.

- **24,605** deaths /year from tobacco related illness (= 67 /day)
– U.S. Centers for Disease Control, 2004
- **23 percent** of high school students in Upstate NY are current smokers
– NYSDOH Youth Risk Behavior Survey, 2003

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Local Survey

"Tobacco Use Among Adult Residents of Tompkins County, New York"

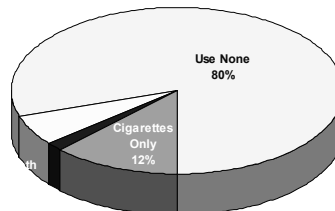
- Opinions, Behaviors and Perceptions related to tobacco use issues, tobacco cessation, and exposure to secondhand smoke.
- June 2004
- Age 18+
- 401 completed surveys
- Joel LaLone Consulting, Watertown

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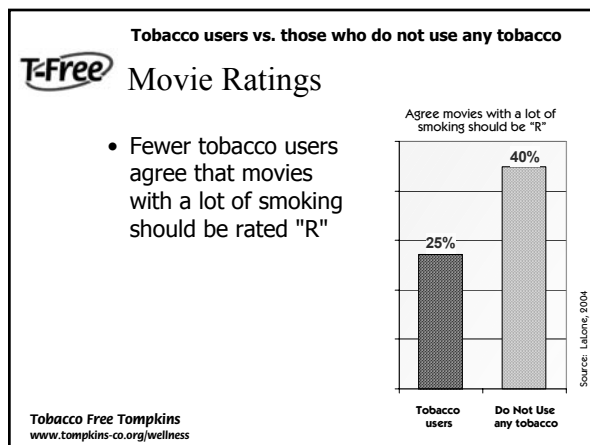
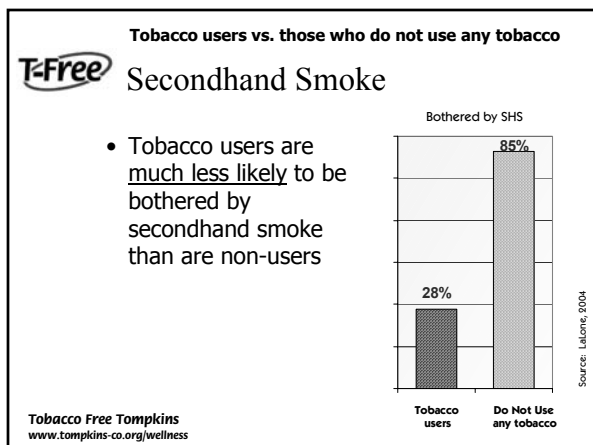
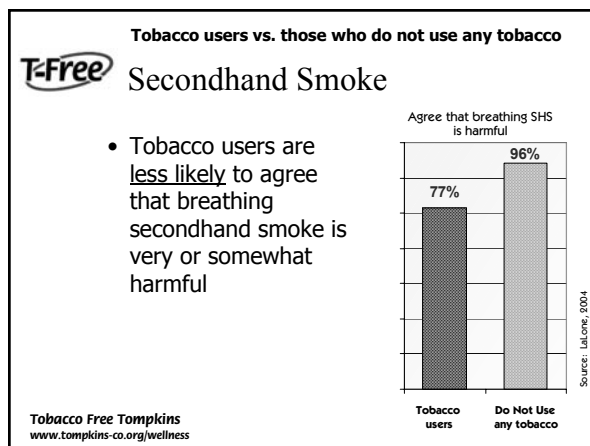
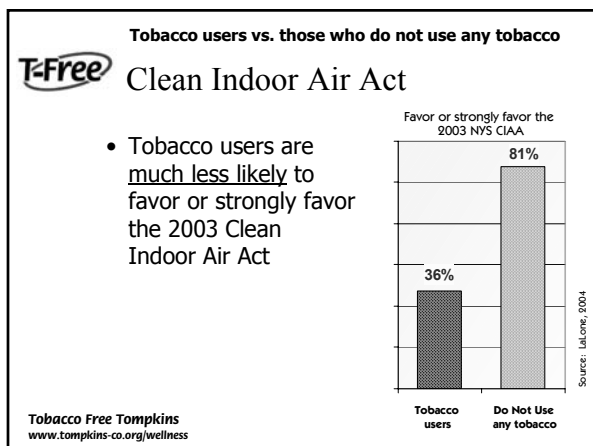
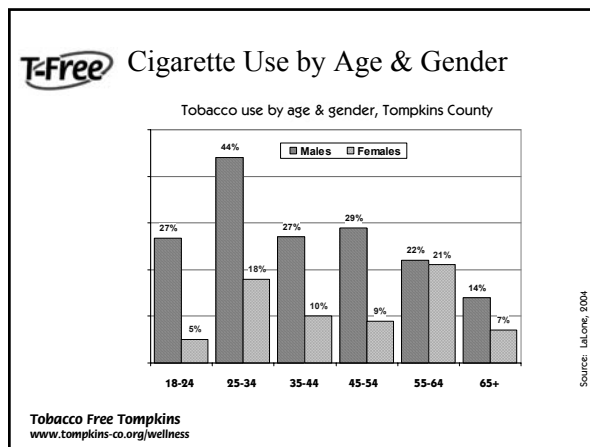
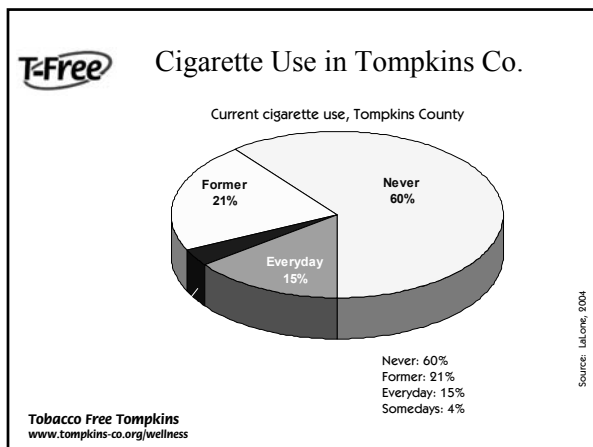


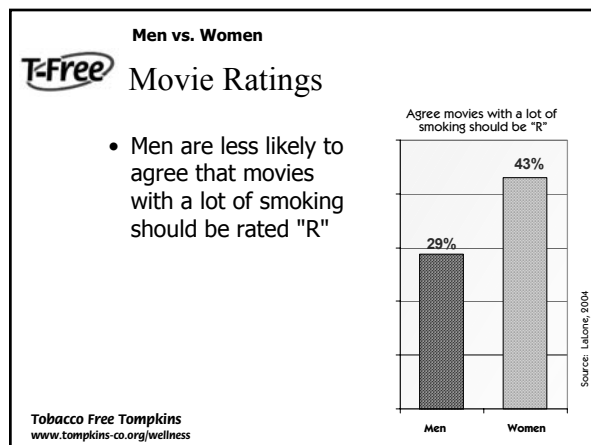
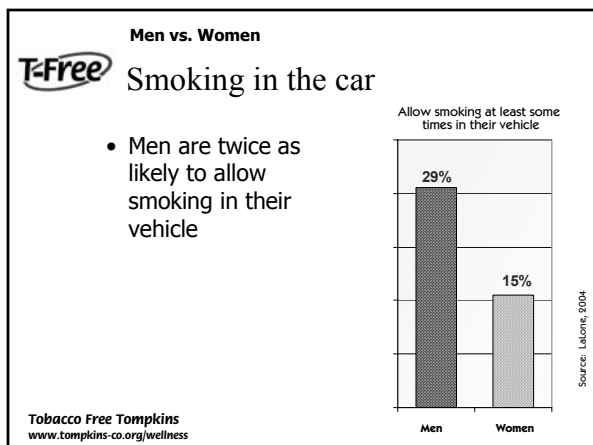
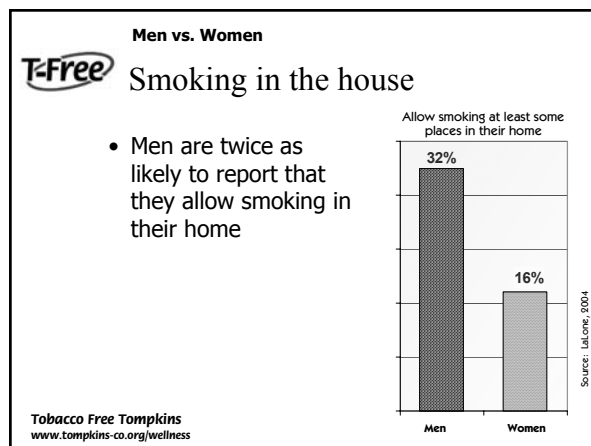
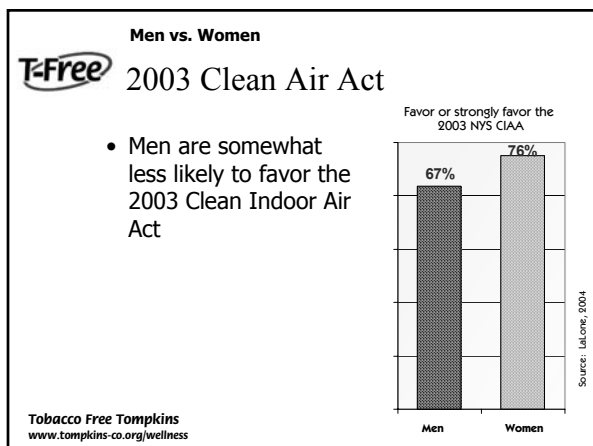
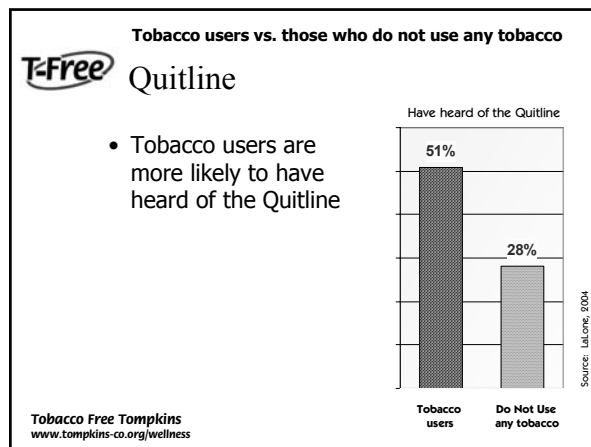
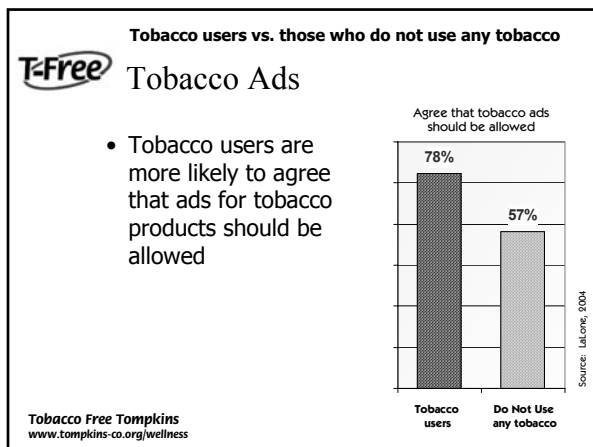
Overall Tobacco Use

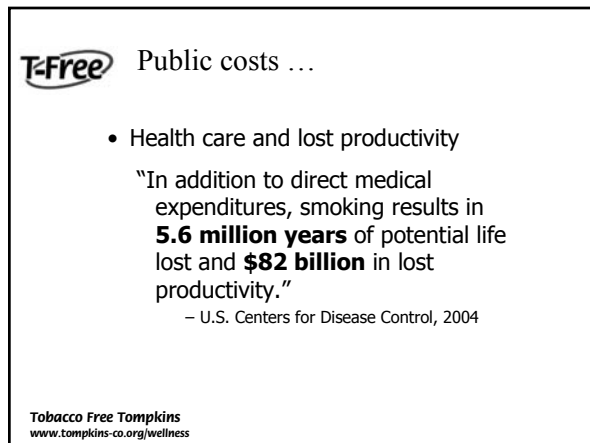
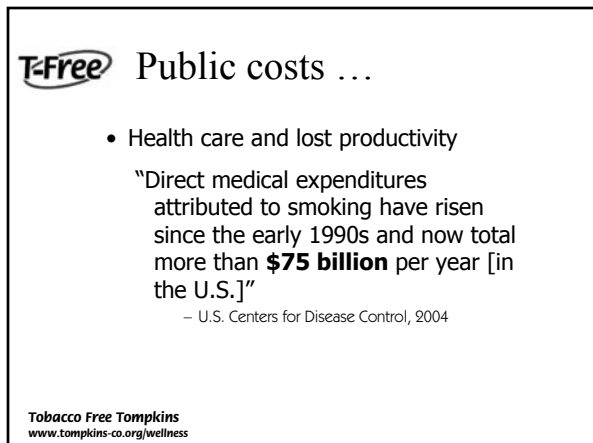
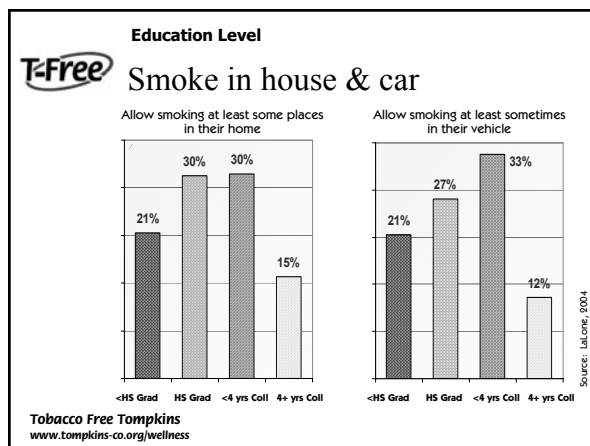
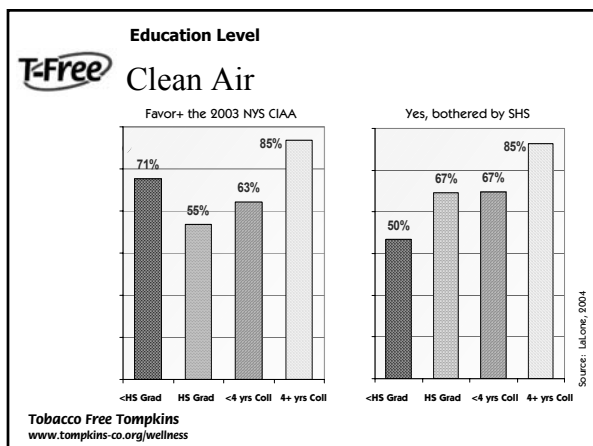
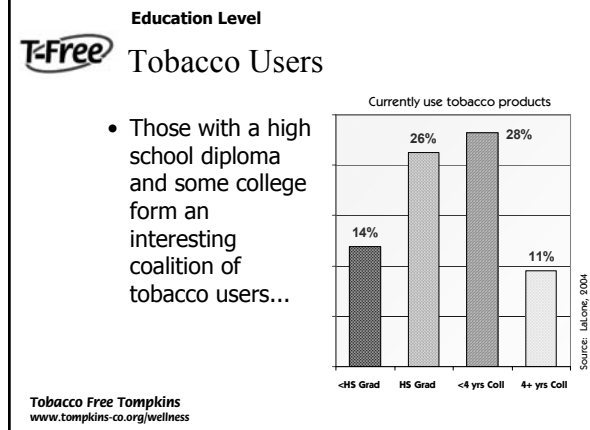
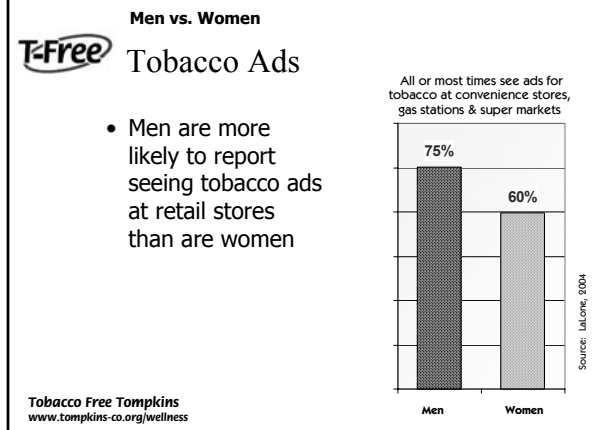
Current overall tobacco use, Tompkins County



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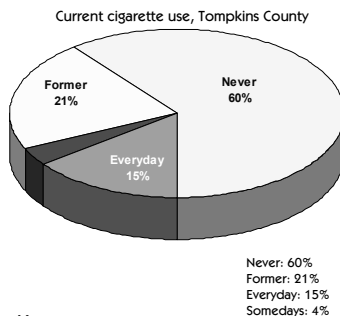


T-Free Public costs ...

- Smoking attributable Medical and Productivity Cost per Pack
– NYS: \$14.97
- Smoking attributable Medicaid Costs /Pack
– NYS: \$5.70
» U.S. Centers for Disease Control, 2004
- Medical and productivity costs according to the NYSDOH-TCP = \$9.80 /pack

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T-Free Cigarette Use in Tompkins Co.



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Source: LaLone, 2004

T-Free Cigarette Use in Tompkins Co.

- U.S. Census 2003 TC pop. est.
✓ 101,411
- Percent age 18+ years, 2000 U.S. Census
✗ 81.0% = 82,143 adults
- 18.2 percent cigarette use by TC adults
= 14,950 adult smokers

Source: LaLone, 2004

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T-Free Cigarette Use in Tompkins Co.

- Mean consumption, Tompkins County
✓ 13.5 cigarettes /day
= **10,091 packs /day (TC)**
- Smoking attributable Medicaid costs
✓ \$5.70 /pack
✗ 12.9% Tompkins County share
= 74¢ /pack TC Medicaid costs

Sources: LaLone, 2004;
CDC, 2004; NYSDOH 2003.

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T-Free Cigarette Costs to Tompkins County

- Smoking attributable Medicaid costs borne by Tompkins County
(cost/pack x packs/day x total # smokers)
– **\$2.71 Million /year**
- Smoking attributable medical and lost productivity costs, TC [@ \$9.80 /pack]
– **\$36.1 Million /year**

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T-Free How to Respond

- Community Problem
- Community Effort
- Community Solution

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T-Free ... Response

- Community Solution
 - **Environmental Change**
 - **Systems Approach**

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T-Free NYS Strategic Plan goals

1. Eliminate exposure to secondhand smoke
2. Decrease the social acceptability of tobacco use
3. Promote cessation from tobacco use

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T-Free NYS Strategic Plan (cont'd)

4. Prevent initiation of tobacco use among youth and young adults
5. Build and maintain an effective tobacco control program infrastructure
6. Contribute to the science of tobacco control

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T-Free TCP Funded Partners

- **Community Partner**
 - TCHD subcontracts to Cortland CHD, the fiscal agent
- Youth Partner (Reality Check)
 - CCE-TC
- Cessation Center
 - UHS Binghamton

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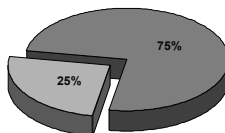
T-Free Tompkins County Community Partner

- **2004–2005 Workplan**
 - Secondhand smoke
 - Retail advertising
 - Promote cessation
 - Community partners

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T-Free 1. Eliminate Exposure to SHS

- **One-quarter** of TC residents report they **do not** have a "no smoking anywhere" policy in their home



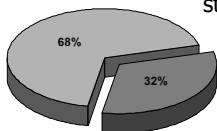
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Source: Lalone, 2004



2. Decrease the **social acceptability** of tobacco use

– **Two-thirds** of TC residents
see tobacco ads at convenience
stores or gas stations
all or most times



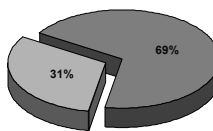
Source: Lalone, 2004

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2. Decrease the **social acceptability** of tobacco use

– **Nearly one-third** of TC residents
do not think that secondhand smoke
is very harmful



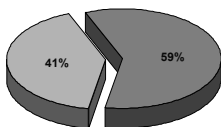
Source: Lalone, 2004

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3. Promote **cessation** from tobacco use

– **Two-in-five** TC cigarette smokers
were **not advised** by a health
professional to quit



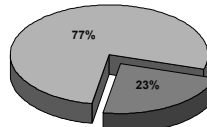
Source: Lalone, 2004

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3. Promote **cessation** from tobacco use

– **Three-quarters** of the cigarette
smokers who were advised to quit were
not prescribed smoking
cessation products



Source: Lalone, 2004

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3. Promote **cessation** from tobacco use

› **NYS Smokers' Quitline**
– **1-866-NY QUIT**



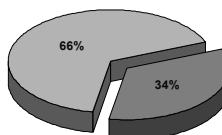
– recommended
based on
strong evidence

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3. Promote **cessation** from tobacco use

– **Two-thirds** of TC residents
have **not heard** of the Quitline



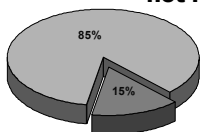
Source: Lalone, 2004

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5. Build and maintain an effective tobacco control program infrastructure

– **85 percent** of TC residents have **not heard** of our coalition



Source: Malone, 9/04

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Community solution

- › T-Free is a partnership of community organizations and individuals who believe a tobacco free community is a healthier, more productive community.



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Community solution

- › T-Free is working to reduce the social and economic burden of tobacco use in Tompkins County in these ways:

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Community solution

- › Encourage individuals to seek freedom from exposure to secondhand smoke, both indoors and out; in public places, at home and in their cars
- › Become a community that eschews Big Tobacco on our streets, in our newspapers and magazines, and where we shop
- › Help everyone to help each other quit

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Community solution

www.tompkins-co.org/wellness/tobaccofree/

Ted Schiele, MS
TCHD
tschiele@tompkins-co.org
274-6712

Tobacco Free Tompkins
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